

WHAT IS CLAIMED IS:

1. In a liquid crystal display apparatus having a liquid crystal assembly including liquid crystal material sandwiched between a pair of transparent plates which carry patterned electrodes which provide the desired liquid crystal display, the display apparatus further including front and rear polarizing layers having transmission axes aligned or rotated with respect to each other and further including a reflector for reflecting ambient incident light on said front layer back through said rear polarizing layer and said liquid crystal assembly and said front polarizing layer to a viewer the improvement comprising:

a layer including fluorescent material between said rear polarizing layer and said reflector responsive to said ambient incident light to emit a specific wavelength to provide a specific color for said display.

2. In a display apparatus as in claim 1 where said fluorescent layer also includes phosphorescent material.

3. In a display apparatus as in claim 1 including a multiplexing driver for driving said patterned electrodes with a duty cycle of at least $\frac{1}{2}$.

4. In a display apparatus as in claim 1 where said fluorescent layer is printed on said reflector.

5. In a display apparatus as in claim 1 where said reflector is composed of one of the following: translucent material, a white plastic sheet, or a white paper sheet.

6. In a display apparatus as in claim 1 where said rear polarizing layer is composed of one of the following: a reflective polarizer film or a double brightness enhancement polarizer.